I/We Claim:

1.   A call server, comprising:

a processor;

memory for storing data comprising:

a database that correlates information identifying a plurality of broadcast programs to information for contacting each of the plurality of broadcast programs; and

computer readable instructions that, when executed by the processor, cause the call server to perform a method for establishing a wireless telephony connection, comprising steps of:

    (i)   receiving from a mobile device a first request to establish a connection, said first request comprising a current condition of a dynamic variable;

    (ii)   querying the database based on the dynamic variable to retrieve information for contacting a broadcast program corresponding to the dynamic variable; and

    (iii)   sending a second connection request to a device associated with the broadcast program.

2.   The call server of claim 1, wherein the computer readable instructions further cause the call server to perform steps of:

    (iv)   receiving a connection response; and

    (v)   when the connection response accepts the request, establishing a connection between the mobile device and the device associated with the broadcast program.

3.   The call server of claim 2, wherein the contact information comprises a telephone number and, in step (v), the connection is a telephony connection.

4.   The call server of claim 2, wherein the access information comprises a URL and, in step (v) the connection is a data network connection.

5.   The call server of claim 1, wherein the dynamic variable represents a current broadcast channel to which the mobile device is tuned.

6.   The call server of claim 1, wherein, in step (iv), the connection response comprises a delay time, and wherein the computer readable instructions further comprise the step of waiting for the delay time before performing step (v).

7.   The call server of claim 1, wherein step (i) comprises receiving a text message.

8.   The call server of claim 7, wherein step (i) comprises receiving an SMS message.

9.   A method for establishing a wireless connection, comprising steps of:
(i)   a mobile device receiving user input to establish the connection;
(ii)   the mobile device sending to a call server a request to contact a second party, wherein the request comprises a current condition of a dynamic variable;
(iii) the mobile device receiving connection information from the call server; and
(iv)   the mobile device joining a connection to the second party established by the call server.

10.   The method of claim 9, wherein, in step (ii), the dynamic variable identifies a current broadcast being received by the mobile device.

11.   The method of claim 9, wherein, in step (iv), the connection comprises a telephony connection.

12.   The method of claim 10, wherein, in step (ii), the current broadcast comprises an advertisement.

13.   The method of claim 10, wherein, in step (ii), the current broadcast comprises a call-in program.

14. The method of claim 9, wherein step (i) comprises receiving a verbal command.

15. The method of claim 9, wherein step (ii) comprises sending a text message.

16. A mobile device, comprising:

a processor;

memory storing computer readable instructions that, when executed by the processor, cause the mobile device to perform steps of:

(i) receiving user input to initiate a connection with a device associated with a broadcast program;

(ii) sending a request comprising a current value of a dynamic variable representing the broadcast program; and

(iii) when the request is accepted, establishing the connection with the device associated with the broadcast program.

17. The mobile device of claim 16, wherein in step (ii) the dynamic variable represents a presently tuned broadcast station.

18. The mobile device of claim 16, further comprising the step of, when the request is rejected, receiving a rejection message.

19. The mobile device of claim 16, wherein in step (iii) the connection comprises a voice connection.

20. The mobile device of claim 17, wherein in step (i) the broadcast program comprises an advertisement.

21. The mobile device of claim 17, wherein in step (i) the broadcast program comprises a call-in program.

22. The mobile device of claim 17, wherein step (i) comprises receiving a verbal command from a user of the mobile device.

23.   The mobile device of claim 17, wherein step (ii) comprises sending a text message.

24.   A computer readable medium storing computer readable instructions that, when executed by a processor, cause a device to perform steps of:

(i)   receiving user input to initiate a connection with a device associated with a broadcast program;

(ii)   sending a request comprising a current value of a dynamic variable representing the broadcast program; and

(iii)   when the request is accepted, establishing the connection with a device associated with the broadcast program.

25.   The computer readable medium of claim 24, wherein in step (ii) the dynamic variable represents a presently tuned broadcast station.

26.   The computer readable medium of claim 24, wherein the computer readable instructions further comprise the step of, when the request is rejected, receiving a rejection message.

27.   The computer readable medium of claim 24, wherein in step (iii) the connection comprises a voice connection.

28.   The computer readable medium of claim 25, wherein in step (i) the broadcast program comprises an advertisement.

29.   The computer readable medium of claim 25, wherein in step (i) the broadcast program comprises a call-in program.

30.   The computer readable medium of claim 25, wherein step (i) comprises receiving a verbal command from a user of the mobile device.

31.   The computer readable medium of claim 25, wherein step (ii) comprises sending a text message.

32.   The computer readable medium of claim 31, wherein step (ii) comprises sending an SMS message.

33.   In a mobile terminal, a method of establishing a voice connection between a user of the mobile terminal and a device associated with a broadcast radio program, comprising the steps of:

(i)   receiving and demodulating a broadcast signal at the mobile terminal;

(ii)   in response to a user-activated command, transmitting a request to establish a voice connection with the device associated with the broadcast radio program, wherein the request includes information that identifies the broadcast radio program;

(iii)   receiving from a call server that communicates with the device associated with the broadcast radio program an indication as to whether the request to establish the voice connection has been accepted; and

(iv)   in response to step (iii), establishing a voice connection with the device associated with the broadcast radio program.

34.   The method of claim 15, wherein step (ii) comprises sending an SMS message.

35.   The mobile device of claim 23, wherein step (ii) comprises sending an SMS message.